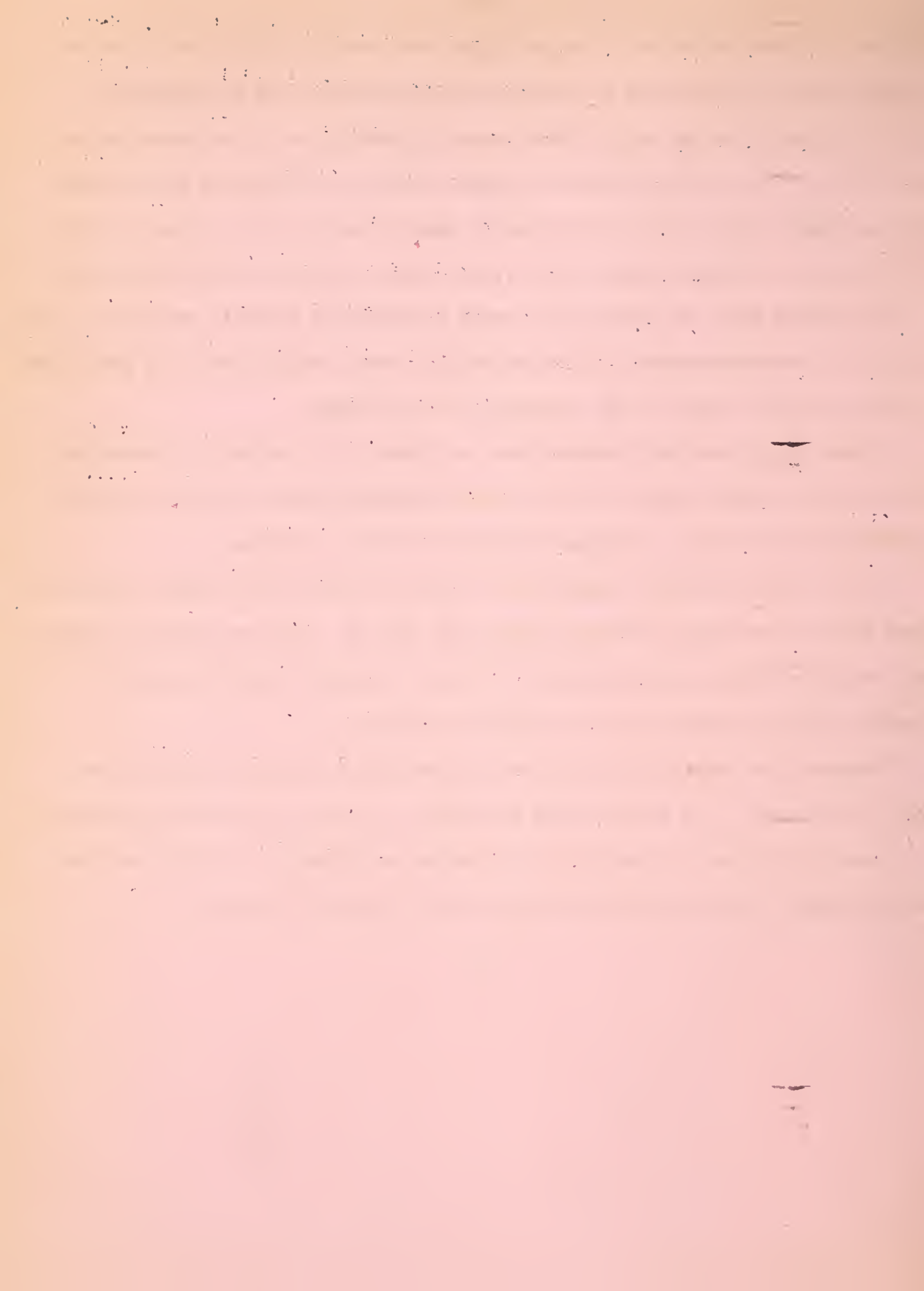


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# homemakers' chat

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U. S. DEPARTMENT  
OF AGRICULTURE

Wednesday, March 29, 1944

SUBJECT: "AN ENTIRE CITY BALANCES ITS DIET" Information from distribution officials of the U. S. Department of Agriculture.

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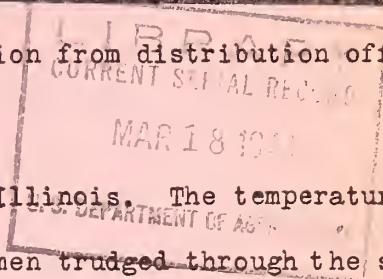
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It was the coldest day of the winter in Peoria, Illinois. The temperature was thirteen below zero. But close to two thousand women trudged through the snow to attend a "Health for Victory" meeting. This was January a year ago.

The women had read in the newspapers and heard over the radio about a new kind of club. A new city-wide club was going to be formed. It would be an organization to help housewives with their job of providing health-building meals for their children and for their husbands. And most all those husbands worked in war plants, and especially needed nourishing food.

The women had already found it hard to get certain foods, and they knew that rationing of meat and canned goods was on the way. And so they were eager to go out even on the iciest day...if they could get some practical help in coping with wartime food conditions.

They got the help they wanted from Mrs. Julia Kiene, (pronounced Kee-nay) of Mansfield, Ohio. Mrs. Kiene was the founder of the Health for Victory nutrition program that was sponsoring the meeting. In the past two years, "Health for Victory" has reached more than half a million American housewives and served more than a thousand war plants...with the information on planning good meals, on industrial feeding, on the best ways of cooking foods.

Mrs. Kiene's idea was simple, practical, and easy to understand. She wanted to show women what foods to include in the daily meals to safeguard their health and the health of their families. She also wanted to show them how to cook to preserve vitamins and minerals in the foods. And finally she wanted to keep them up-to-date on changing food conditions. She was able to do all these things in





her monthly meal-planning guide. The guide has daily menus that take into consideration food shortages and rationing.

And now let's see what happened in Peoria. After the first meeting of housewives on that cold winter day, there were Health for Victory meetings every month. More than eleven thousand women joined the citywide club. That meant, the Health for Victory way of planning health-building meals reached more than a third of Peoria's citizens.

And besides the meetings, forty-nine factories adopted the nutrition program as a regular part of their employee activities. The plants invited the workers' wives and mothers to attend the monthly meetings. The wives and mothers saw and heard home economists demonstrate and explain such subjects as stretching meat ration points, and how to can fresh fruits and vegetables.

One war plant was typical. This plant makes tractors, portable Diesel generators, and road machinery now serving on every fighting front.

Here's what the medical director of the plant has to say about "Health for Victory:" "This nutrition program has been a vital factor in improving the health of the workers in the plant, and Peoria people in general. It has helped cut down accidents caused by fatigue, and has reduced the cost of medical care and hospitalization."

Regarding absenteeism, the doctor said "Health for Victory" and its stress on well-balanced meals has been partly responsible for cutting down time lost due to illness.

A lot of the credit for improving the food habits among employees at this big Peoria factory belongs to the cafeteria manager. To encourage workers to eat properly balanced lunches, she planned a series of special "Health for Victory" lunches. She offers these special lunches -- no substitutions permitted -- for thirty cents.



The cafeteria manager includes a milk and a salad in every "Health for Victory" lunch. And in one year the cafeteria sold a million and a half of these balanced meals...Every day, two out of every three workers say, "an H for V lunch, please."

The workers drink a lot more milk than they ever did before. Sales of milk jumped from an average of about 1500 pints a day to about 2800 pints a day. And emphasis on the importance of eating wholewheat bread made this food so popular that three-fourths of all workers eating in the cafeteria order it.

And that's how one war plant and an entire city learned to balance its diet. They put into practice the rules of wise food management that are part of the war food program.

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